

**Amendment and Response**

Applicant: Brett M. Webb

Serial No.: 09/825,583

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Docket No.: 10003931-1

Title: NETWORK BASED GIFT REMINDER AND PURCHASING SYSTEM AND METHOD

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**IN THE ABSTRACT**

A gift reminder and purchasing method comprises tracking gift ideas and related event dates for a user, and notifying the user prior to the event date with a reminder from a gift reminder service provider including at least one network link to a gift merchant web site selling a gift, related to the gift idea wherein the gift merchant web site is not exclusively associated with the gift reminder service provider. A gift reminder and purchasing system comprises a user interface, at least one gift reminder service provider, a gift reminder notification, and a network communication link permitting communication between the user interface, the gift reminder service provider, and the gift merchant site. The gift reminder notification is viewable on the user interface and is generated by the reminder service and includes a network link to a gift merchant web site selling a gift related to the gift idea ~~wherein the gift merchant web site is not exclusively associated with the gift reminder service provider.~~